

Message Text

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ACTION EB-07

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P R 030552Z DEC 76
FM AMCONSUL SYDNEY
TO AMEMBASSY TOKYO PRIORITY
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FOR USTS

E.O. 11652: N/A
TAGS: ETRD, AS
SUBJ: VISIT USA PROMOTION

REF: USDOC 20364

1) THE VISIT USA COMMITTEE AND THE CAMPAIGN DIRECTOR ARE
APPRECIATIVE OF THE INTEREST AND SUPPORT SHOWN BY USTS IN REFTELM

2) ALTHOUGH PLANS ARE STILL EMBRYONIC, THE DATES FOR THE SHOW
HAVE BEEN CONFIRMED FOR MARCH 14-17, 1977, TO BE HELD AT THE
U.S. TRADE CENTER. PARTICIPATION IS EXPECTED TO NUMBER BETWEEN
20-30 INDUSTRY MEMBERS, COMPRISING AIRLINES (PANAM, QANTASN
U.S. OFF-LINE CARRIERS), MAJOR WHOLESALERS, TOUR OPERATORS
AND VARIOUS LOCAL REPRESENTATIVES OF U.S. ORGANIZATIONS
E.G.M AMTRAK, GREYHOUND, HILTON AND SHERATON, AND OTHERS.

3) THE DECISION TO MOVE THE EXHIBIT BACK TO THE TRADE CENTER QAS
ON ACCOUNT OF THE DIRECT AND MAJOR INVOLVEMENT OF THE ECONOMICX
COMMERCIAL SECTION IN SUPPORT OF THE NUMBER ONE CCP CAMPAIGN
THE GENERAL CONSENSUS IS THAT THE U.S. TRADE CENTER PREMISES
WILL UNDOUBTEDLY ADD MORE PRESTIGE TO THE EVENT, PARTICULARLY
AS THE SHOW WILL BE PROMOTED UNDER THE AUSPICES OF THE UMSM
GOVERNMENT, ANOTHER VALUABLE PROMOTIONAL TOOL.

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RL TO ENSURE THE TOTAL SUCCESS OF THIS SHOW, IT WAS DECIDED

TO CONSIDER ENGAGING A PROFESSIONAL FIRM OF PUBLIC RELATIONS CONSULTANTS TO ORGANIZE THE SHOW, FROM BEGINNING TO END. THE BID JUST RECEIVED FROM ERIC WHITE ASSOCIATES (THE FIRM WHICH HAS DONE SIMILAR WORK FOR THE TRADE CENTER AND FOR USTS SOME TIME AGO) TOTALS AUSTRALIAN DOLLARS 18,000, OR ROUGHLY BETWEEN 700 - 1,000 DOLLARS PER PARTICIPANT. THE MAJORITY OF THE COMMITTEE MEMBERS CONCUR THAT THEY CANNOT BEAR THIS HIGH FIGURE AS A RESULT WE ARE HOLDING DISCUSSIONS WITH OTHER COMPANIES AND HOPE THAT A MORE REALISTIC SUM OF BETWEEN 350 - 500 PER HEAD CAN BE NEGOTIATED.

5) THE INTEREST GENERATED IN THE SHOW TO DATE AMONG POTENTIAL PARTICIPANTS HAS BEEN OUTSTANDING, ALTHOUGH A FORMAL ANNOUNCEMENT HAS NOT YET REACHED ALL INDUSTRY MEMBERS. THIS WILL APPEAR IN TRAVEL-LINK-USA NEXT WEEK. THERE IS NO DOUBT THAT A SUFFICIENT NUMBER OF COMPANIES WILL PARTICIPATE IF WE CAN REACH A REASONABLE PARTICIPATION FEE. THE RECENT VISIT OF THE HAWAIIAN DELEGATION HAS GIVEN US ADDED IMPETUS BY WAY OF THE MEMBERS' INTEREST AND OFFER OF PROMOTIONAL ASSISTANCE STATESIDE. THE HONOLULU ADVERTISER'S EDITOR-IN-CHIEF, GEORGE CHAPLIN, WILL FEATURE ITEMS ON THE SHOW AND JOHN SIMPSON, PRESIDENT OF THE HAWAII VISITORS BUREAU, WILL HELP US WITH DISPLAY MATERIALS.

6) THE SHOW ITSELF WILL BE TWO-FOLD; PRIMARILY TO BE AIMED AT THE INDUSTRY (INCLUDING HEAVY EMPHASIS ON BUSINESS TRAVEL AND INCENTIVE TRAVEL) AND SECONDLY, TO INCLUDE THE PUBLIC. WE WANT TO REACH THE PUBLIC AT THIS TIME ESPECIALLY, TO OFFSET THE DAMPENING EFFECTS OF THE RECENT AUSTRALIAN DOLLAR DEVALUATION. ALTHOUGH THE INDUSTRY FEELS THERE WILL BE NO LASTING SERIOUS EFFECT ON GENERAL TOURISM TO THE UNITED STATES IN THE LONG RUN, INITIALLY PEOPLE WILL AGAIN BE LOOKING TOWARD ASIAN COUNTRY AND PACIFIC ISLAND DESTINATIONS.

7) THE CAMPAIGN DIRECTOR WILL BE SUBMITTING A COMPREHENSIVE OUTLINE OF THE SHOW SOMETIME AFTER DECEMBER 13 WHEN FINAL COMMITMENTS HAVE BEEN RECEIVED AND MADE.

8) IN THE INTERIM, POST WOULD APPRECIATE USTS WASHINGTON AND USTS TOKYO SUPPORT AND CONSIDERATION ALONG THE FOLLOWING LINES:

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(A) BUDGET.

IT IS FELT THAT EVEN A MODEST SUM WOULD SERVE AS AN IMPORTANT QUOTE GOODWILL-TOKEN UNQUOTE FROM USTS. THE INDUSTRY AT LARGE, AND PARTICULARLY THE VISIT USA COMMITTEE MEMBERS HAVE DISPLAYED SUCH EXCELLENT SPIRIT AND SUPPORT IN PROMOTING USTS TRAVEL GENERALLY (AS STATISTICS WILL ESTABLISH), THAT THEY IN RETURN SHOULD BE SHOWN SOME APPRECIATION AND ENCOURAGEMENT. VISIT USA BEING THE NUMBER ONE CAMPAIGN THIS YEAR, EVERY EFFORT

IS NEEDED TO HELP BRING ABOUT THE SUCCESS THAT THIS SHOW
DESERVES.

(B) PROMOTIONAL MATERIAL.

THE THEME HAS NOT YET BEEN FINALIZED SO WE HAVE NO SPECIFIC
REQUESTS NOW. CERTAINLY POSTERS WILL BE VALUABLE; PROBABLY
USTS WILL HAVE A BETTER IDEA THAN WE OF WHAT SORT OF MATERIALS
ARE USEFUL AND AVAILABLE.

(C) VISUAL AIDS

USTS AND/OR OTHER GOOD TRAVEL FILMS AND SLIDES WILL BE USEFUL
TO SUPPLEMENT THOSE THAT WILL BE PROVIDED BY THE EXHIBITORS

(D) PERSONALITIES.

GUEST SPEAKERS FOR SEMINARS (FOR THE TRADE ONLY), PERSONALITIES
FOR THE PUBLIC. A USTS REPRESENTATIVE FOR THE OFFICIAL OPENING
WOULD BE MOST DESIRABLE.

(9) WE WOULD APPRECIATE HAVING USTS COMMENTS ASAP.
DAVIS

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